Overview of DeCal Board Committees

1. Administrative Committee

The Administrative Committee plans internal and external events for the DeCal Board. We aim to promote unity and guidance among the Board members and DeCal Facilitators. This semester the committee will plan three external events: the Facilitator Orientation; DeCal Expo; and an end-of-semester event, and three internal events: the DeCal Board Retreat and two socials for the members of the DeCal Board. In addition, the Administrative Committee will create a survey at the end of each semester to send out to all the facilitators. Administrative interns will learn how to plan and organize the many steps of larger scale events such as venue booking, catering, event setup, and attendee management.

Intern Requirements:
- Superior organization skills and attention to details/logistics
- A strong sense of responsibility and ability to meet deadlines
- Ability to work in a team environment
- Enthusiasm

Preferred Qualities:
- Prior experience in event planning
- Creativity in brainstorming new ideas
- Networking skills
2. **Fundraising Committee**

The Fundraising Committee works together to put on fundraisers over the course of the semester in order to raise money to fund the operations of the Board. Examples of some past fundraisers include Poker Nights and ShareTea fundraisers. We highly value each and every input in our committee because a fundraiser starts out as a fundamental idea from a committee member. With the planning, execution, and support of the team, we can then turn each idea into a feasible campaign. Fundraising interns will participate in the entire process and will have a chance to see how much effort and work goes into planning and putting on a successful fundraiser -- from talking to company managers to tabling on Upper Sproul as well as handling our monetary inflow and outflow. This semester, we plan to hold two fundraisers per month.

**Intern Requirements:**
- Creativity in brainstorming ideas and operationalizing each idea
- Ability to work well under pressure and in a collaborative environment
- Easy to reach by phone and extremely reliable during fundraising events and preparation
- Flexible schedule during the day when fundraisers are going on
- Ability to attend or commandeer trips to purchase fundraising supplies

**Preferred Qualities:**
- Past fundraising experience
- Excellent observational and analytical skills that can help improve each fundraising effort
3. **External Affairs/Marketing Committee**

The External Affairs Committee is responsible for the marketing and external outreach aspects of the DeCal program. This includes developing and promoting DeCal classes and events as well as coordinating with on-campus and off-campus organizations that wish to learn more about the program. The role of committee members includes planning, advertising, public relations, DeCal product development, distribution, and research. Through a variety of publications and social media accounts, the committee is dedicated to maintaining and strengthening the image and visibility of the DeCal program on campus. Some of our responsibilities this semester include planning promotion of the program for the beginning of the semester; the DeCal Spotlight Program which involves visiting a variety of DeCal classes to feature them on social media for promotion; the creation of promotional materials such as flyers, DeCal gear, or posters for DeCal events; maintaining and updating our public Facebook, Instagram, and Twitter pages on a regular basis; and serving as DeCal representatives at various external events/workshops. The External Affairs committee is also responsible for maintaining the DeCal website and helping with the transition to our new website.

**Intern Requirements:**
- Ability to work well as a team
- Background in marketing planning, strategies, and execution
- Strong communication and organization skills
- Creativity in brainstorming new marketing ideas

**Preferred Qualities (the more the better):**
- Proficiency in Adobe Photoshop, Illustrator, etc.
- Excellent social media knowledge and management skills
- Previous experience in outreach and/or public speaking
- Video-recording and/or photography skills
- Proficiency in video-editing software (i.e. Final Cut Pro X or 7)
4. Webmasters

The DeCal Program is currently working on transitioning websites in order to make course approval and editing easier for both facilitators, students, and the DeCal board. Webmasters will work closely with the Marketing committee to get visuals and photos onto the site.

Intern Requirements:
- Strong communication skills
- Ability to meet deadlines
- Experience with either website editing or designing with Ruby on Rails

Preferred Qualities:
- Experience with graphic design
- Willingness to take initiative and make the DeCal site the best it can be